



**INTERNATIONAL JOURNAL OF
EDUCATION, MODERN MANAGEMENT, APPLIED SCIENCE
& SOCIAL SCIENCE (IJEMMASSS)**

A bi-lingual Multidisciplinary Peer Reviewed Refereed Quarterly Journal

Volume 03

No. 03 (III)

July - September, 2021

CONTENTS

1	A STUDY ON VISUAL MERCHANDISING AND ITS IMPACT ON PURCHASES IN OFFLINE RETAIL STORES <i>Prof. Dashrath Bhiku Bhoite & Dr. Kishor Shankar Nikam</i>	01-05
2	THE THEMES OF HUNGER IN SO MANY HUNGERS <i>Dr. Vinod Kumar Bairwa</i>	06-08
3	DALIT GUJARATI LITERATURE: A TREND CHANGER <i>Shobhanaben O. Chauhan</i>	09-13
4	THE GRIM LEGACY OF PARTITION IN ATTIA HOSAIN'S SUNLIGHT ON A BROKEN COLUMN <i>Poonam Charan</i>	14-16
5	KNOWLEDGE, ATTITUDE AND PRACTICES OF COVID-19 PREVENTIVE BEHAVIORS DURING PRE AND POST LOCKDOWN PERIOD IN SELECT DISTRICTS OF WEST BENGAL <i>Debasis Bhandari & Dr. Subhrangsu Santra</i>	17-27
6	RTE -2009: RIGHT OF CHILD FOR FREE AND COMPULSORY EDUCATION <i>Dharini H. Gor</i>	28-30
7	NATIONAL REGISTER OF CITIZENS AND CITIZENSHIP (AMENDMENT) ACT IMPACT & IMPLICATIONS IN INDIA <i>Praveen Krishna Chauhan</i>	31-38
8	ABORTION RIGHTS OF WOMEN PRISONER IS A SOCIAL ISSUE <i>Sakshi Vashisth & Dr. Santosh Sharma</i>	39-42

9	UNTOUCHABLE'S CONVERSION IN INDIA (WITH SPECIAL REFERENCE TO MEHTAR CASTE) <i>Dr. Kamlesh Kumar Sarsar</i>	43-52
10	A STUDY ON CONSUMER PURCHASE BEHAVIOR IN ORGANIZED RETAIL OUTLETS IN VISAKHAPATNAM CITY <i>Dr. V. Sai Prasanth & Sriramaneni Suman Datta</i>	53-59
11	EFFECTS OF INTERACTIVE CLASSROOM APPLICATIONS ON THAI AND INTERNATIONAL HIGH SCHOOL STUDENTS' ENGAGEMENT LEVELS <i>Premjit Morrissey</i>	60-76
12	MAYA ANGELOU'S WOMANISM IN HEART OF A WOMAN <i>Monika Bavouria & Dr. Satkala</i>	77-80
13	COVID-19'S FINANCIAL CRISIS AND ITS IMPACT ON INDIA'S NIFTY INDICES IN VARIOUS SECTORS <i>Dr. Prathima V</i>	81-86
14	REQUIREMENT OF REFRAMING HUMAN RIGHTS FOR ACCUSED PERSON <i>Satayprakash Yadav</i>	87-90
15	SARPANCH, HEADMASTER AND PARENTS INVOLVEMENT IN ACADEMIC ACTIVITIES FOR THE DEVELOPMENT OF SCHOOL <i>Dr. Elisha Kolluri</i>	91-97
16	ANALYZING AND MEASURING PERFORMANCE FOR FUZZY-ROUGH SET FEATURES SELECTION <i>Rahul Kumar & Dr. Suyakant Pathak</i>	98-110
17	THE SPIRIT OF LIFE IN SIR FRANCIS BACON'S ESSAYS <i>Amit Anand</i>	111-113
18	RIGHT TO EQUALITY: A FUNDAMENTAL RIGHT <i>Dr. Kamlesh Rani</i>	114-118
19	IMPACT OF PARENT BRAND IMAGE ON BRAND EXTENSION (WITH REFERENCE TO UBER AND UBER EATS) <i>Yeluru Sai Lasya & Dr. R. Linet Christilda</i>	119-131

20	RELEVANCE OF LEADERSHIP QUALITIES OF GANDHIJI <i>Dr. Purnima Sharma</i>	132-135
21	IMPORTANCE OF ECO-FRIENDLY CONCEPT IN INDIAN HOSPITALITY SECTOR <i>Priyanka Kagra</i>	136-142
22	ENGLISH TRADE AND THE MUGAL EMPEROR (1556-1707) <i>Rita Sharma</i>	143-146
23	SPECIAL ECONOMIC ZONES AND EXPORT <i>Dr. Priyadarshini Sharma & Dr. Rameshwar Jat</i>	147-151
24	RESHAPING FINANCIAL LANDSCAPE THROUGH E-FINANCE: IN INDIAN CONTEXT <i>Dr. Jyoti Gupta & Dr. Pragati Johry</i>	152-156
25	THE STRENGTHENING OF THE GOD'S INSTRUMENTS THROUGH EQUANIMITY AND YOGA <i>Dr. Akhilesh Kumar Mishra & Ms. Archana Mishra</i>	157-165
26	MOTIVATION FOR ENTREPRENEURSHIP DEVELOPMENT: A STUDY <i>Tulasi Sushra & Dr. Hitesh Shukla</i>	166-169
27	MEASUREMENT OF TOURISM PERCEPTION TOWARDS HERITAGE SITES AND TOURISM DEVELOPMENT IN AGRA AND GWALIOR <i>Krishna Narwariya & Prof. K Ratnam</i>	170-173
28	TRANSFORMATIONAL LEADERSHIP (TFL) AND JOB STRESS MANAGEMENT(JSM): EXPLORING THE CONNECTION <i>Akansha Gautam & Dr. Pooja Jain</i>	174-180
29	A STUDY OF PREFERRED PAYMENT METHODS OF CONSUMERS SINCE THE OUTBREAK OF COVID-19 PANDEMIC ACROSS THE DEMOGRAPHIC FACTORS IN THANE CITY <i>Dr. (Ms.) H.A.Chande</i>	181-184
30	CORPORATE SOCIAL RESPONSIBILITY: AS A SOCIAL REACTION <i>Dr. Sunil Kanoongo & Indra Choudhary</i>	185-189
31	THE IMPACT OF COVID-19 ON INDIAN AGRICULTURAL MARKETING <i>Dr. Rupali R Shinde</i>	190-192

32	DIGITAL BANKING AND ITS EFFECT ON FINANCIAL INCLUSION <i>Dr. Narendra Kumar Batra & Ms. Parul Gulati</i>	193-198
33	A STUDY OF IMPACT OF DIGITALIZATION ON CONSUMER PURCHASING DECISION IN MUMBAI <i>Dr. Prashant H. Bhagat & Ms. Sushma S Ahire</i>	199-204
34	A STUDY OF FINANCIAL PERFORMANCE OF DISTRICT CENTRAL COOPERATIVE BANK, UJJAIN (MP) <i>Dr. Anshuja Tiwari & Amit Kumar Maheshwari</i>	205-209
35	केन्द्र-राज्य संबंध: (1990-2014) (गठबंधन सरकारों के सदस्य में एक विश्लेषणात्मक अध्ययन) <i>सुशील कुमार बसवाल</i>	210-216
36	डी.एल.एड प्रशिक्षण में सूक्ष्म शिक्षण की भूमिका <i>राजीव कुमार शर्मा</i>	217-220
37	व्यवसायिक व पारंपरिक पाठ्यक्रमों के विद्यार्थियों की आक्रामकता अध्ययन आदत एवं शैक्षिक उपलब्धि का अध्ययन <i>विपिन कुमार वशिष्ठ एवं डॉ. निर्मला राठौर</i>	221-224
38	जलवायु परिवर्तन एवं मानव जीवन पर इसका असर <i>सुनिता कुमारी</i>	225-230
39	औषधी उद्योग की पूँजी संरचना का विश्लेषणात्मक अध्ययन <i>श्रीमती अरुणा भालेराव एवं डॉ. ए.पी. सिंह</i>	231-235
40	STUDY ON SOME ETHNO-MEDICINAL PLANTS USED FOR TREATMENT IN SKIN DISEASE <i>Anita Jeph</i>	236-239
41	DEMENTIA AND ITS CONNECTION WITH MEMORY LOSS <i>Dr. Anupama Johri</i>	240-245
42	DEFORESTATION AND IMPACT ON HUMAN BEING <i>Dr. M.A. Qureshi & Dr. G.P. Dayma</i>	246-250
43	COMPARATIVE INVESTIGATION ON COMBUSTION AND PERFORMANCE OF A DUAL FUEL ENGINE USING LPG AND BIODIESEL <i>Chandra Prakash Sigar</i>	251-254
44	MATHEMATICAL AND GRAPHICAL STUDY OF MEAN QUEUE LENGTH OF BISERIAL FEEDBACK QUEUING SYSTEM HAVING FACILITY OF THREE PARALLEL SERVERS CONNECTED WITH A COMMON FOURTH SERVER <i>Dr. Santosh Kumari</i>	255-261
45	WORDSWORTH AND HIS LOVE FOR NATURE <i>Dr. Sangeeta Rautela</i>	262-272

